

FIG. 1

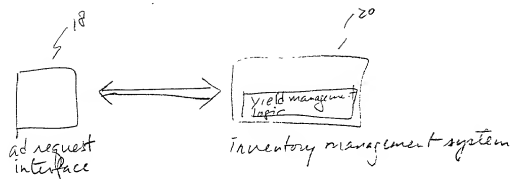
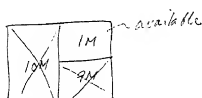


FIG. 2

request 1M \$9cpm



mail Pages \$20cpm directory Pages \$100cpm

FIG. 3

request 1M \$9cpm



FIG. 4

request

2M

400K	1100K
600K	900K
400K	900K

mail
pages

directory
pages

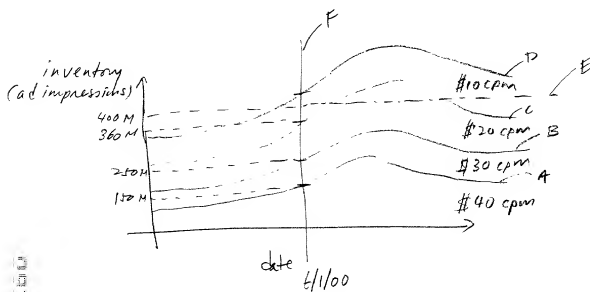
\$20 cpm

\$100 cpm

accumulative
averages:

500K @ \$9
1100K @ \$15
2100K @ \$50

FIG. 5



(not drawn to scale)

FIG. 6

day of
delivery

1/1/01

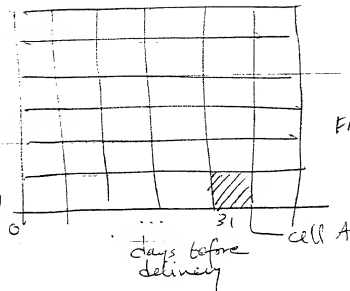


FIG. 7

number
of impressions

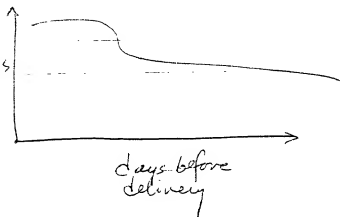


FIG. 8